

2012 Annual Report

Equipping Lutherans to be Gospel-motivated voices For Life

Trust God! Choose Life!



“Therefore choose life, that you and your offspring may live.”

Deuteronomy 30:19b

The fundamental choice God places before His people runs deeper than life and death.

The choice is to trust Him or to turn to other gods (Deuteronomy 30:17).

With the latter, death becomes our god. With the former, God becomes our life.



Trust God and Choose Life by President Diane Schroeder



2012 saw another election cycle come and go. Through all the debates and the political discourse, it became apparent that our culture continues on its destructive course and any hope that a president, congressman, or judge will reverse this juggernaut is not realistic. So where do we go for help? As the prophet Jeremiah (17:7 NIV) said, “[B]lessed is the man who trusts in the Lord, whose confidence is in him.” Our messy lives are a tiny microcosm of this country. Problems with aging parents, pain and suffering, disease, infertility, or unplanned pregnancies appear hopeless and insurmountable. But God gives us hope and assurance that He is in charge of this country and our lives and He will take care of us. Again, from the prophet Jeremiah: “For I know the plans I have for you,” declares the Lord, “plans to prosper you and not to harm you, plans to give you hope and a future” (29:11 NIV). As you will read in this annual report, Lutherans For Life *has* and *will* continue to point Christians to the Lord of Life for solutions and answers to life’s problems. He loves us and will take care of us. Hasn’t He proven that through the cross and empty tomb? So trust God and choose Life!



Martin Luther says in the Large Catechism under the First Commandment, “Does your heart cling to something else from which it hopes to receive more good and help than from God, then you have an idol, another god.” Increasingly our society’s heart clings to death for “good and help.” We cling to death to rescue us from a crisis pregnancy (abortion), from disease (embryonic stem cells), and from suffering (assisted suicide). Satan loves to entice Christian hearts to cling to this god of death as well.

His deceptive voice “for death” needs to be countered with a positive, Gospel-motivated voice “For Life!”

Lutherans For Life (LFL) does just that! Our voice flows from our victorious God. This enemy god of death has been defeated (1 Corinthians 15:26) and “**swallowed up in victory**” (15:54). And then the really Good News, “[T]hanks be to God, who gives us the victory through our Lord Jesus Christ” (15:57). Now there is a God you can turn to for “good and help”! That was our focus in 2012: **Trust God—Choose Life.**

“New” was the operative word for getting that message out in 2012.

New Faces



Jean Amundson, Laura Davis, and Scott Licht joined the LFL team in 2012. Jean is a part time regional director for Renewal For Life®. Laura wears two hats—development

counselor and director of Y4Life. Scott is our national director. He comes to us with valuable knowledge and experience in the business world but also is an ordained minister in the LCMC and recognized as a pastoral associate in the NALC. By the end of 2012, Scott assumed from Dr. Lamb most of the administrative functions of running a national ministry. That leads to the next “new.”

New “Digs”

While Dr. Lamb will continue to oversee all aspects of LFL, by the end of 2012 he moved his office from the Life Center to his home. (RoxAnne gave him a closet!) With Scott doing administration, Dr. Lamb will concentrate on speaking and writing.

New For Life Resources

New DVDs and Video in 2012: *For Life*, *The Handiwork of God*, and *The Other End of Life*, and online/YouTube video of 2012 LFL National Conference keynote and plenary addresses. (The *For Life* DVD also included three promotional clips, several extended interviews, and a new *Lonely Lullaby* video.) **New bulletin inserts in 2012:** *A Father’s Responsibility* (for Father’s Day), *Reflections on Motherhood* (for Mother’s Day); *Adoption – A Beautiful Solution*; and *Fear Not!* (for Christmas). **New Spanish resources in 2012:** *¿Por qué no simplemente vivir juntos?* (Why Not Just Live Together?); *Una vida como ninguna otra* (A Life Not Like Any Other); *¿Está permitido el aborto en caso de estupro o incesto?* (Is Abortion Allowed in Cases of Rape and Incest?); *No estás sola* (Not Alone). **New Life Sunday resources for 2013:** bulletin insert, Just For Kids insert, children’s message, Bible study, worship format, sermons, and CD.



To order LFL resources go to www.cph.org or call 800.325.3040.

New Curricula Starts

The expansion of our day school Teaching For Life® (TFL) curriculum has been waiting for some time for God to bring the right people to manage each area of that expansion. He brought three of them all at about the same time in 2012! Stephanie Hoveland enlisted authors to write for our TFL for Youth. Kirstin Genthner did the same for the TFL Sunday School curriculum, and Cassie Makela enlisted a variety of talents and skills to work on an online course for the younger generation. The vast majority of the writing has been finished and formatting and proofing have begun. Dr. Lamb also authored **LifeMarks**, bookmarks that connect the six chief parts of the Catechism to the life issues.

New Focus

Lutherans For Life has been working hard to develop new ways to reach out to the younger generation of Lutherans with the message of life through our newest initiative, Y4Life. Formerly known as Generations For Life, Y4Life focuses entirely on training and equipping Generation Y—the youth and young adults of our church. Since Laura Davis began in June, she has visited Lutheran campuses in Minnesota and Wisconsin, promoting the message of Y4Life. Y4Life has also put a new emphasis on technology. LFL has improved its social media reach in the last year, including more than tripling our number of Facebook “Likes,” and the new Y4Life section of our website was introduced in December. The groundwork has also been laid for a new set of Y4Life programs that started in January of 2013.



A New LFL Giving Opportunity

Over 5,000 Lutherans For Life donors support LFL with their time, talent, and treasures. Thank you! We appreciate each and every one of you. In 2012 Lutherans For Life was approved as a **Thrivent Choice Dollars®** organization. This is a great, new, giving opportunity! If you are a Thrivent member, you can designate your Thrivent Choice Dollars to support LFL. To learn how, go to the Give page at www.lutheransforlife.org. If you have questions or need assistance, please contact us.

Thank You!

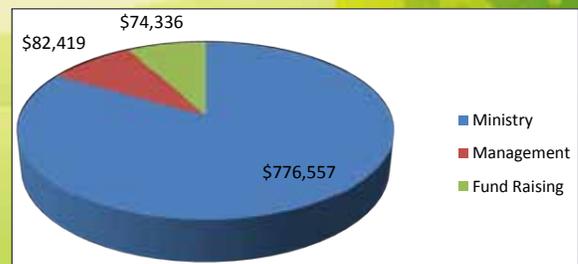
We are constantly thanking the Lord of Life for the resources He provides through our For Life-motivated donors and members. The figures below may seem a little out of balance showing that we spent more than we took in. But this is due to God’s blessings in the previous two years of estate gifts. We could only show them as income in the year they were given. Rest assured LFL is not spending more than we have coming in.

Actual Income & Expenses for 2010, 2011, and 2012

2010 Income	\$720,104	Expenses	\$803,770
2011 Income	\$975,145	Expenses	\$764,142
2012 Income	\$912,169	Expenses	\$933,312

2012 Total Expense

Ministry	\$776,557	83.2%
Management	\$82,419	8.8%
Fund Raising	\$74,336	8.0%
Total 2012 Expenses	\$933,312	



Lutherans For Life is a non-profit 501(c)(3) organization and does not receive funds from a specific church body. LFL strives to network pastors and lay people to make a positive difference in people's lives. By the power of the Holy Spirit, LFL seeks to change hearts and minds through the Word of God.

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